

Committee Information Update (CIU)

Appendix I: Revised Form

COMMITTEE ANNUAL REPORT

Committee Name: ALA Membership Committee
Conference Year: 2023-2024
Committee Chair: Sandy Hirsh
Staff Liaison: Melissa Walling
Committee Members: Mei Choong, Brooke Corso, Julie Gabb, Mandi Goodsett, Laura Johnson, Oscar Lanza-Galindo, Lisa Massengale, Morgan McMillan, Ashley Mensah, Annice Sevett, Christina Rodriques (Exec Board Liaison), Tina Coleman (Staff Liaison), Judy Czarnik (Staff Liaison), Cory Stevenson (Staff Liaison)

Date of meeting(s)	Meeting format (in-person or virtual)	Number of members present	Guest Presenters, Speakers
August 15, 2023	Virtual	5	Orientation for new committee members
September 12, 2023	Virtual	10	Discuss committee goals #1 (new membership model) and #2 (LIS student members)
September 26, 2023	Virtual	7	Discuss committee goal #1 (new membership model): a) Vote on price of personal dues for new membership model; b) Discuss enhanced membership bundle

**2023-2024 ALA CD#39.1
2024 ALA Annual Conference**

November 14, 2023	Virtual	7	Share updates Discuss Committee Goal #2 (LIS Student members) – plans around focus groups/surveys. Discuss around format of next ALA Membership meeting.
January 9, 2024	Virtual	8	Ray Pun, ALA Presidential Candidate Committee Updates Scanning Exercise
March 12, 2024	Virtual	8	Sam Helmick, ALA Presidential Candidate; Update on Standardized Division Dues Effort; Action on FY25 Membership Dues
May 7, 2024	Virtual	8	Committee Updates Including Update on Peer-to-Peer Recruitment and Public Partner Program
June 29, 2024	In Person	TBD	Virtual Membership Meeting Debrief and Student Focus Group Review

Committee Charge: To establish general policies, programs, and procedures to secure new members; to be responsible for the implementation of these programs; to coordinate membership promotion activities of all units and chapters of the association; to make recommendations concerning membership dues; to plan the agenda for the membership meetings specified in ALA policy A.7.4.10 including identification of topics, promotion of the meeting, and advise staff responsible for the meeting; and to serve the association as a sounding board on membership.

Objectives of the committee for this conference year, including any planned activities:

- 1) Continue to define and implement the improved ALA Membership Model
- 2) Nurture member engagement and growth of new members especially LIS students
- 3) Drive ALA membership growth by encouraging peer to peer recruitment
- 4) Support outcomes of the ALA Branding Working Group focused on engaging members of the public with ALA

Describe interactions with other units within ALA: A subgroup of the committee (including ALA Membership Committee chair Sandy Hirsh) is working on the Division Dues Standardization Working Group; this working group is co-chaired by Sandy Hirsh and Kevin Reynolds (BARC) and is comprised of Division representatives. Members of the

ALA Membership Committee are also serving on the ALA Branding Working Group focused on engaging the public with ALA's mission. Lastly, the Membership Committee works closely with the Chapter Relations Office, specifically Jon Martin, on the second goal and efforts to strengthen student membership.

Synthesis of activities (summarize discussions, decision(s) or motion(s) reached, and note follow-up action(s) required:

Goal 1: Continue to define and implement the improved ALA Membership Model

1. Personal membership dues rates proposal approved by BARC (October 2023), ALA Executive Board (October 2023) and ALA Council (January 2024) to be effective for FY2025 (September 1, 2024).
2. Phase 2: Enhanced Bundle – Formed a working group (at the request of ALA Executive Board) for Standardization of Division Membership Dues, co-chaired by Sandy Hirsh (ALA Membership Committee chair) and Kevin Reynolds (BARC rep). Report completed and submitted for review at ALA Annual 2024.

Goal 2: Nurture member engagement and growth of new members especially LIS students

1. ALA student member and non-member focus groups were completed in March 2024. Additionally, a faculty advisor survey will be distributed (timing TBD). The student focus group feedback will be reviewed at ALA Annual.

Goal 3: Drive ALA membership growth by encouraging peer to peer recruitment

1. Peer to Peer Recruitment – ALA for All Videos ([Video 1](#), [Video 2](#)) showcase testimonials and video statements collected from ALA members for ALA members at the 2023 ALA Annual conference. The subgroup will continue to develop more plans for peer-to-peer recruitment.

Goal 4: Support outcomes of the ALA Branding Working Group focused on engaging members of the public with ALA

1. TBD, pending outcomes and recommendations from the ALA Branding Work Group.

Other accomplishments/work

1. Voted to recommend that 2024 ALA membership meeting be completely virtual; this was approved by the ALA Executive Board in December 2023.
2. Considering an idea that could potentially expand the use of the [ALA ReMember Fund](#) to help cover ALA membership costs for those impacted by organizational funding allocations of a political nature connected to the freedom to read. This proposal is currently under discussion.
3. Voted on annual dues increases for FY25.
4. Completed student focus groups to inform strategies to grow Student Membership.

If unable to achieve desired committee outcomes, what hampered the ability to achieve stated goals (lack of resources, member participation, communication issues, procedural delays, etc.?)

We were not able to make progress on Goal 4: Support outcomes of the ALA Branding Working Group because the working group approved the concept in Spring, 2024 for implementation in FY25.

Priorities/recommendations for the upcoming year:

- Build upon the recommendations from the Division Dues Standardization Working Group to develop enhanced membership bundles.
- Continue development of the peer-to-peer recruitment project.

- Utilize the findings from the LIS student focus groups and LIS faculty advisory surveys to make recommendations and take actions to attract and engage more LIS student members.
- Support outcomes of the ALA Branding Working Group when those become available.

Other comments/information you believe will help the Association in its work: The ALA Membership Committee continues to benefit from the appointment of highly qualified and engaged members and from outstanding collaboration between members and ALA Staff. I recommend looking for diversity across library types and membership types when appointing future Membership Committee chairs and members (having a balance is key); however, given the importance of student members to the future of the association, it would be especially good to appoint additional committee members who are LIS educators/students.

Submitted by: Sandy Hirsh

Date Submitted: June 21, 2024